

COUNTRYLIFE®



KEY FACTS ABOUT COUNTRY LIFE



Since its launch in 1897, COUNTRY LIFE has been the world's most celebrated magazine of the British way of life, its countryside, properties and gardens. Its matchless authority, exquisite

photography and world-class writing have ensured its position as one of the nation's truly great magazines. COUNTRY LIFE'S readers have always sought the best things in life from food and antiques to the finest properties and estates to buy. Our readers love to travel, have exquisite taste and a large disposable income which allows them to live in the manner to which they are accustomed. I am immensely proud that we have increased our ABC for eight consecutive years.

MARK HEDGES
EDITOR, OF COUNTRY LIFE

COUNTRY LIFE READERS ARE

- Circulation: **41,314** ABC audited (8th annual circulation increase)
- Total Brand Reach: **482k**
- Paid for publication
- Ratio: **50%** Male, **50%** Female
- Average age: **55**
- Targeted HNWI audience:
ABC1: **81%** AB: **55%**
- High-net-worth audience with an average income of more than five times the national average: **£130,000**
- Have a higher household income than the readers of the FT, Vogue, Harper's Bazaar, GQ and The Economist

*SOURCE: ABC JAN – DEC 2017 PAMCO APRIL 17-MARCH 18, COUNTRY LIFE READER SURVEY 2017

BUYING HABITS

- Country Life readers have been buying Country Life for 10 years
- **55%** subscription rate – loyal, invested readers
- **82%** of Country Life readers do not read any other luxury title
- **65%** of Country Life readers do not read a daily or weekly broadsheet newspaper
- Country Life readers are multiple property owners
- **25%** of Country Life readers own estates up to 25 acres
- **61%** belong to private members clubs
- Average property price is **£2.25m**



*SOURCE: ABC JAN – DEC 2017 PAMCO APRIL 17-MARCH 18, COUNTRY LIFE READER SURVEY 2017

2019 SPECIAL ISSUES

JANUARY	
2 nd	
9 th	
16 th	Winter Gardens
23 rd	
30 th	
FEBRUARY	
6 th	
13 th	Weddings
20 th	London Property Focus
27 th	Fine Arts
MARCH	
6 th	Country House Specialists
13 th	Smaller Country Houses / Schools
20 th	
27 th	Spring Gardens / International* Property
APRIL	
3 rd	Interiors
10 th	Surrey
17 th	Easter / New Build & Developments
24 th	East Anglia
MAY	
1 st	Cotswolds
8 th	Home Counties Property Focus
15 th	Summer Gardens
22 nd	Victorian & Monaco/Med International*
29 th	West Country
JUNE	
5 th	Collectors'
12 th	Best of Britain
19 th	Masterpiece / Future Heirlooms
26 th	France

JULY	
3 rd	Yorkshire / The North
10 th	Coastal / Channel Islands International*
17 th	Architecture
24 th	Game Fair
31 st	Cottages Property Focus
AUGUST	
7 th	
14 th	America
21 st	
28 th	Scotland
SEPTEMBER	
4 th	New Build / Equestrian / Schools
11 th	Decorex / Focus
18 th	Cotswolds
25 th	Autumn Gardens
OCTOBER	
2 nd	Georgian / Shooting Special
9 th	London & International*
16 th	Interiors
23 rd	Country Sports
30 th	
NOVEMBER	
6 th	Ski Property Focus / Gentleman's Life
13 th	Prince of Wales' Leader
20 th	Restoration
27 th	Christmas Gifts / Food & Drink / Advent Calendar Cover
DECEMBER	
4 th	Caribbean Property Focus
11 th /18 th /25 th	Christmas / New Year Triple Issue / Travel Supplement

*INTERNATIONAL EDITIONS

ADVERTISING RATES

DISPLAY

Inside Front Cover	£6,282
Inside Back Cover	£5,981
Outside Back Cover	£6,375
Double Page Spread	£9,820
Full Page	
Facing Matter	£5,445
Half Page	£3,082
Quarter Page	£1,641

CLASSIFIED RATES

SET SIZES

Quarter page Colour	£805
Eighth page Colour	£621
Sixteenth page Colour	£407

DIGITAL RATES

MPU - £15cpm
Leaderboard - £13cpm
E-newsletters - £250 per delivery
Solus enewsletter - POA
Creative Solutions - POA



INSERTS

Inserts are a way of reaching the audience by way of loose or bound in cards or leaflets. Their success can be measured in the following ways:

- Retainable - reference point, interactive, consumer handles them
- Responsive
- Creative Flexibility - copy testing, response mechanisms
- Volume flexibility - minimum volume low capital cost, large volumes wide coverage, tests viability of medium
- Connectivity - inserts drive on-line and are complimentary to on-line

COUNTRY PURSUITS RATES

Newsstand Rates	Loose (£/000)
Single Sheet	38
4-8 Pages	42
10-16 Pages	47
18-24 Pages	52
26-32 Pages	56

TESTIMONIALS FROM OUR CLIENTS

“ The brand Mikimoto fits perfectly with the Country Life reader. Our campaign always results in enquiries

EMMA CLARKE, PR
& MARKETING MANAGER,
MIKIMOTO

”

“ Advertising with Country Life has certainly proved successful for Victor. We definitely saw a peak in new membership and enquiries, so it's clearly reaching the right audience for our brand

MIKE RYAN, COMMERCIAL
& OPERATIONS DIRECTOR,
VICTOR PRIVATE JETS

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“ Just a note to say a huge thank you for your support in the 20th July issue and to let you know thta we sold directly off the page (FP Journe watch, £15K)

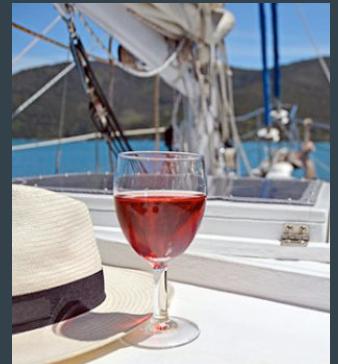
LOU MCLEOD, CHIEF EXECUTIVE,
WILLIAM & SON

”

“ We just had a lovely customer in our Boutique who entered our shop with your latest Country life issue under his arm to buy a bangle and a silk scarf for his wife's birthday It's great working with you

PIA BITTNER,
FREY WILLE

”



ONLINE

Countrylife.co.uk like the magazine reaches an affluent, typically hard to reach global audience. It's eclectic mix of content championing the British countryside, properties, luxury craftsmanship, interiors and gardens remains unparalleled.

- More than twice as likely to view countrylife.co.uk on an Apple device
- A global reach with users in more than 200 countries
- Country Life Social Media Following: 127,172k+ (covering FB, Twitter and Instagram)



A GROWING AUDIENCE

- Advertising online increases the impact of your print advertising – the advantages of an online advertising campaign include:
 - Reach a wider audience
 - Immediate and quantifiable results
 - A range of packages to suit all budgets
 - Tailor-made campaigns for specific messages





REACHING A WIDER AUDIENCE

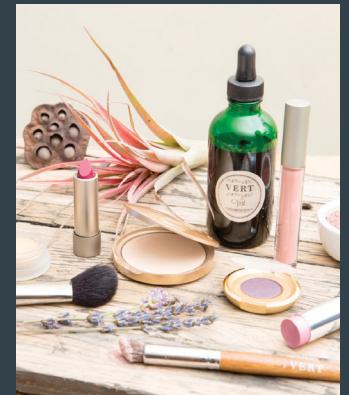
In addition to Country Life's online audience, as part of TI Media we can give you access to over half of all women in the UK and 40% of all men online. Across desktop, mobile, social, video and tablet you can reach up to 14.6 million monthly unique users. Utilising TI Media's unique 1st party data you can target specific audiences across our brands both inside our network to give extremely targeted campaigns for your clients. With over 400 segments we can tailor a campaign to suit your budget and needs to enable you to increase your brand awareness to a core target audience.

EXAMPLES OF DATA SEGMENTATION

Across TI Media's premium brands, including Country Life, Instyle, WomanandHome.com and MarieClaire.co.uk etc.

TARGETING AUDIENCES SUCH AS:

- Super/High Net Worth
- Luxury Fashion & Accessories
- Jewellery & Watches
- Luxury Design and Interiors
- Garden Design
- Luxury Travel Interest
- Fine Dining
- Dinner Parties
- Wine Lovers



DIGITAL ADVERTISING

Our digital advertising team can help you connect with your audience in a number of reliable and exciting ways. We offer over 40 digital solutions, ensuring you are engaging with your customers in the most relevant and cost-effective ways possible.

Every business has different needs so we now offer a number of different services to match that. Display advertising works well at creating awareness for your brand; this can be standard formats like leaders or MPU's, or something more sophisticated that utilises video and animation in the form of rich media. These options can be great at driving traffic, creating awareness or reaffirming your brand message to our audience.

VIDEO

We also offer a number of solutions for video including creation, pre-roll and sponsorship opportunities. We have a three videographers at TI Media that can help you develop your video strategy and help maximise new or existing video content. As part of our video offering we also distribute to huge audience on our sites also through social media, giving you the overall package from creation to distribution to sales.

SOCIAL MEDIA

Every company, big or small, needs to harness the power of social media to interact with customers. We now have an established client services team that can help you start or grow your social media adventure or simply enhance it, anything from helping increase engagement to creating brand new informative and exciting content. We already work with a number of high-profile companies across the UK and can help apply our skills to your business.



ADVERTISING CONTACTS

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